

Keys to Implementation of Plan

REQUIRED ACTIONS TO MAKE THE VISION A REALITY



To transform Cobb Parkway/US 41 and South Marietta Loop within the MU² district from auto-oriented strip commercial environments to the active, pedestrian-oriented, mixed-use environment envisioned for Marietta's "college district" a number of changes to the City's development policies for the corridors are needed:

1. **City Council takes action on the LCI Plan**
 2. **Create MU² Consortium to implement the plan**
 - Comprised of City of Marietta, SPSU and Life University, key land owners
 - Serve as planning and coordinating body for implementation of the LCI plan vision
 3. **SPSU and Life University focus on the "Campus Quadrant," west of Cobb Parkway / US 41 and along South Marietta Loop**
 - Identify site for creating initial mixed use campus village
 - Issue RFP for developer participation in creation of campus village
 - Seek developer interest in developing aligned medical office/clinic facility on Cobb Parkway tied to Life University
 4. **City helps facilitate "University Square," mixed use development east of Cobb Parkway / US 41**
 - Develop two phased plan for its development, including a retail phase and student residential phase
 - Work with land owners to assemble land for major redevelopment
 - Consider including redevelopment area in TAD –possibly by amending current Franklin Road TAD
 - Concentrate use of TAD on infrastructure and parking decks to support the plan
 5. **Universities create parallel master plans for future residential housing requirements**
 - Create a timeline for when facilities will be required
 - Determine which of future facilities will be developed either:
 - Internally by the respective universities or their real estate foundations
 - Joint ventured with private companies on university on foundation controlled sites
 - Constructed on non-university-owned land through a joint agreement between the universities and the development community
 6. **Create partnership/linkage/branding with two adjacent business parks to foster technology transfer, shared facilities, applied research activities between Universities and business community**
 7. **Develop funding plan to complete trail system connecting the campuses to broader trail network in Marietta and Cobb County**
 8. **Coordinate CTT bus route with local universities to better link the campuses with student oriented and regional destinations.**
 9. **Seek LCI Funding to "jump start" key initiatives in the MU² Corridor**
- Amend the City's Comprehensive Plan character area designations to include a University Activity Center for the study area that would incorporate the land use and connectivity vision for the area included in the Concept Plan.
 - Create a zoning overlay district for the MU² district that:
 - Increases FAR allowances to accommodate for mixed-use projects as necessary. A FAR in excess of 1.0 may be necessary to allow redevelopment consistent with the concept plan.
 - Permits student-oriented housing along US 41
 - Prohibits auto-oriented land uses such as drive-throughs, and non-active uses such as self-storage facilities
 - Provides landscape strips to buffer pedestrians from vehicular circulation and parking areas
 - Requires exterior building elevation review for all new structures
 - Promotes the consolidation of parcels to allow for master planned redevelopment
 - Incorporates a set of design guidelines addressing streetscape, site and building design elements. A point-based system, which combines optional and mandatory elements, in the style of the city's current Commercial Corridor Overlay District is recommended.

MARIETTA UNIVERSITY ENHANCEMENT DISTRICT LCI

Draft Concept Plan May 7, 2013



Marietta University Enhancement District LCI

CONCEPT PLAN - DRAFT
May 7, 2013

JACOBS

MU²LCI
GREENTECH
CORRIDOR